

# PATENT COOPERATION TREATY

EO/US  
PCT/KR00/00280

PCT

## NOTIFICATION OF ELECTION (PCT Rule 61.2)

From the INTERNATIONAL BUREAU

To:

Assistant Commissioner for Patents  
United States Patent and Trademark  
Office  
Box PCT  
Washington, D.C.20231  
ETATS-UNIS D'AMERIQUE

in its capacity as elected Office

Date of mailing: 05 October 2000 (05.10.00)	Applicant's or agent's file reference: E0300-03
International application No.: PCT/KR00/00280	Priority date: 30 March 1999 (30.03.99)
International filing date: 29 March 2000 (29.03.00)	
Applicant: JOO, Jin-Yong et al	

1. The designated Office is hereby notified of its election made:

☒ in the demand filed with the International preliminary Examining Authority on:  
10 August 2000 (10.08.00)

☐ in a notice effecting later election filed with the International Bureau on:

2. The election ☒ was  
☐ was not

made before the expiration of 19 months from the priority date or, where Rule 32 applies, within the time limit under Rule 32.2(b).

The International Bureau of WIPO  
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## PATENT COOPERATION TREATY

## PCT

## INTERNATIONAL PRELIMINARY EXAMINATION REPORT

(PCT Article 36 and Rule 70)

REC'D 04 JUL 2001

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Applicant's or agent's file reference E0300-03	<b>FOR FURTHER ACTION</b> See Notification of Transmittal of International Preliminary Examination Report (Form PCT/IPEA/416)	
International application No. <b>PCT/KR00/00280</b>	International filing date (day/month/year) 29 MARCH 2000 (29.03.2000)	Priority date (day/month/year) 30 MARCH 1999 (30.03.1999)
International Patent Classification (IPC) or national classification and IPC  <b>IPC7 G06F 17/60</b>		
Applicant  JOO, Jin-Yong et al		

1. This international preliminary examination report has been prepared by this International Preliminary Examining Authority and is transmitted to the applicant according to Article 36.
2. This REPORT consists of a total of 4 sheets, including this cover sheet.
- ☐ This report is also accompanied by ANNEXES, i.e., sheets of the description, claims and/or drawings which have been amended and are the basis for this report and/or sheets containing rectifications made before this Authority (see Rule 70.16 and Section 607 of the Administrative Instructions under the PCT).
- These annexes consist of a total of \_\_\_\_\_ sheets.

3. This report contains indications relating to the following items:
- I ☒ Basis of the report
  - II ☐ Priority
  - III ☒ Non-establishment of opinion with regard to novelty, inventive step and industrial applicability
  - IV ☐ Lack of unity of invention
  - V ☒ Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement
  - VI ☐ Certain documents cited
  - VII ☐ Certain defects in the international application
  - VIII ☐ Certain observations on the international application

Date of submission of the demand  10 AUGUST 2000 (10.08.2000)	Date of completion of this report  28 JUNE 2001 (28.06.2001)
Name and mailing address of the IPEA/KR Korean Intellectual Property Office Government Complex-Daejeon, Dunsan-dong, Seo-gu, Daejeon Metropolitan City 302-701, Republic of Korea Facsimile No. 82-42-472-7140	Authorized officer  KWON, Oh Bok  Telephone No. 82-42-481-5994



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## INTERNATIONAL PRELIMINARY EXAMINATION REPORT

International application No.

PCT/KR00/00280

## I. Basis of the report

## 1. With regard to the elements of the international application:\*

☒ the international application as originally filed☐ the description:

pages \_\_\_\_\_, as originally filed  
pages \_\_\_\_\_, filed with the demand  
pages \_\_\_\_\_, filed with the letter of \_\_\_\_\_

☐ the claims:

pages \_\_\_\_\_, as originally filed  
pages \_\_\_\_\_, as amended (together with any statement) under Article 19  
pages \_\_\_\_\_, filed with the demand  
pages \_\_\_\_\_, filed with the letter of \_\_\_\_\_

☐ the drawings:

pages \_\_\_\_\_, as originally filed  
pages \_\_\_\_\_, filed with the demand  
pages \_\_\_\_\_, filed with the letter of \_\_\_\_\_

☐ the sequence listing part of the description:

pages \_\_\_\_\_, as originally filed  
pages \_\_\_\_\_, filed with the demand  
pages \_\_\_\_\_, filed with the letter of \_\_\_\_\_

## 2. With regard to the language, all the elements marked above were available or furnished to this Authority in the language in which the international application was filed, unless otherwise indicated under this item.

These elements were available or furnished to this Authority in the following language English which is

☐ the language of a translation furnished for the purposes of international search (under Rule 23.1(b)).☒ the language of publication of the international application (under Rule 48.3(b)).☐ the language of the translation furnished for the purposes of international preliminary examination (under Rules 55.2 and/or 55.3).

## 3. With regard to any nucleotide and/or amino acid sequence disclosed in the international application, the international preliminary examination was carried out on the basis of the sequence listing:

☐ contained in the international application in written form.☐ filed together with the international application in computer readable form.☐ furnished subsequently to this Authority in written form.☐ furnished subsequently to this Authority in computer readable form.☐ The statement that the subsequently furnished written sequence listing does not go beyond the disclosure in the international application as filed has been furnished.☐ The statement that the information recorded in computer readable form is identical to the written sequence listing has been furnished.4. ☐ The amendments have resulted in the cancellation of:☐ the description, pages \_\_\_\_\_☐ the claims, Nos. \_\_\_\_\_☐ the drawings, sheet \_\_\_\_\_5. ☐ This opinion has been drawn as if (some of) the amendments had not been made, since they have been considered to go beyond the disclosure as filed, as indicated in the Supplemental Box (Rule 70.2(c)).\*\*

\* Replacement sheets which have been furnished to the receiving Office in response to an invitation under Article 14 are referred to in this opinion as "originally filed" and are not annexed to this report since they do not contain amendments (Rules 70.16 and 70.17).

\*\* Any replacement sheet containing such amendments must be referred to under item I and annexed to this report.

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INTERNATIONAL PRELIMINARY EXAMINATION

International application No.

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III. Non-establishment of opinion with regard to novelty, inventive step and industrial applicability

1. The questions whether the claimed invention appears to be novel, to involve an inventive step (to be non obvious), or to be industrially applicable have not been examined in respect of:

☐ the entire international application,

☒ claims Nos. 7

because:

☐ the said international application, or the said claims Nos. \_\_\_\_\_  
relate to the following subject matter which does not require an international preliminary examination (*specify*):

☒ the description, claims or drawings (*indicate particular elements below*) or said claims Nos. 7  
are so unclear that no meaningful opinion could be formed (*specify*):

because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

☐ the claims, or said claims Nos. \_\_\_\_\_ are so inadequately supported  
by the description that no meaningful opinion could be formed.

☐ no international search report has been established for said claims Nos. \_\_\_\_\_

2. A meaningful international preliminary examination cannot be carried out due to the failure of the nucleotide and/or amino acid sequence listing to comply with the standard provided for in Annex C of the Administrative Instructions:

☐ the written form has not been furnished or does not comply with the standard.

☐ the computer readable form has not been furnished or does not comply with the standard.

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# INTERNATIONAL PRELIMINARY EXAMINATION

International application No.

PCT/KR00/00280

## V. Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement

### 1. Statement

Novelty (N)	Claims	1-6, 8-11	YES
	Claims		NO
Inventive step (IS)	Claims	1-6, 8-11	YES
	Claims		NO
Industrial applicability (IA)	Claims	1-6, 8-11	YES
	Claims		NO

### 2. Citations and explanations (Rule 70.7)

Reference is made to the following documents:

D1 : JP-A-10320336

D2 : JP-A-11003072

Novelty

Claims 1-6, 8-11

None of the citations discloses the transmitting part sending the e-mail including the advertisement and the step for inserting a company advertisement in the ground or a specific portion of a chatting window.

Therefore claims 1-12 comply with Article 33(2) PCT

Inventive step

Claims 1-6, 8-11 : As above

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e-mail including the advertisement from the transmitting part's client PC to the receiving part's client PC.

9. The method as claimed in claim 1, wherein the information on the  
5 transmission of the e-mail is automatically transmitted from the transmitting part's client PC to the e-mail server, and the information on viewing of the advertisement is automatically transmitted from the receiving part's client PC to the e-mail server.

10. The method as claimed in claim 2, wherein the information on the  
10 transmission of the e-mail is automatically transmitted from the transmitting part's client PC to the e-mail server, and the information on the reception of the e-mail is automatically transmitted from the receiving part's client PC to the e-mail server.

11. An advertising method using Internet chatting service, wherein a  
15 company advertisement and/or company banner advertisement is inserted in the ground or a specific portion of a chatting window, other than an input window through which conversations are carried out and which is located in the chatting window, and a predetermined charge is paid to a chatting service user when he/she sees the advertisement, the chatting window being displayed as the initial screen of each chatting  
20 participant.

storing information on the transmission of the e-mail therein;

the receiving part receiving the e-mail including the advertisement using the receiving part's client PC;

transmitting information on the reception of the e-mail from the receiving  
5 part's client PC to the e-mail server, to record it therein; and

the e-mail server compensating the transmitting and receiving parts for viewing the advertisement on the basis of the information on the transmission of the e-mail and the information on the reception of the e-mail.

10 5. The method as claimed in one of claims 1, 2, 3 and 4, wherein the kind, contents and form of the advertisement are chosen by the transmitting part.

6. The method as claimed in one of claims 1, 2, 3 and 4, wherein the advertisement includes one or more of a lottery ticket, a gift certificate and a free gift.

15

7. The method as claimed in claims 1, 2, 3 and 4, further comprising the step of, when the e-mail is confirmed to be a spam mail, depriving the transmitting part sending the spam mail of his/her membership or paying no compensation money to him/her, the compensation money being for compensating the transmitting part for  
20 viewing the advertisement, the compensation money being saved up previously.

8. The method as claimed in claim 1 or 2, further comprising the step of the transmitting part downloading an e-mail including an advertisement from the e-mail server and adding message he/she wants to send thereto, before the step of sending the

from an inactivated state to an activated state to be included in the e-mail;

the e-mail server transmitting the e-mail to the receiving part's client PC, and storing information on the transmission of the e-mail therein;

the receiving part receiving the e-mail including the advertisement using the  
5 receiving part's client PC;

the receiving part selectively activating the advertisement included in the e-mail to view it;

transmitting information on viewing of the advertisement from the receiving part's client PC to the e-mail server, to record it therein; and

10 the e-mail server compensating the transmitting and receiving parts for viewing the advertisement on the basis of the information on the transmission of the e-mail and the information on viewing of the advertisement.

4. An advertising method using Internet e-mail system having a  
15 transmitting part's client PC for a transmitting part to transmit e-mails, a receiving part's client PC for a receiving part to receive the e-mails, an e-mail server and an Internet network for connecting the transmitting part's client PC, the receiving part's client PC and the e-mail server with one another, the method comprising the steps of:

the transmitting part downloading an e-mail including an advertisement from  
20 the e-mail server and adding messages he/she wants to send thereto;

the transmitting part sending the e-mail including the advertisement from the transmitting part's client PC to the e-mail server, the advertisement being inserted in the ground of the e-mail main screen;

the e-mail server transmitting the e-mail to the receiving part's client PC, and

Internet network for connecting the transmitting part's client PC, the receiving part's client PC and the e-mail server with one another, the method comprising the steps of:

the transmitting part sending an e-mail including an advertisement from the transmitting part's client PC to the receiving part's client PC, the advertisement being  
5 inserted in the ground of the e-mail main screen or a part of it;

delivering information on the transmission of the e-mail from the transmitting part's client PC to the e-mail server, to record it therein;

the receiving part receiving the e-mail including the advertisement using the receiving part's client PC;

10 transmitting information on the reception of the e-mail from the receiving part's client PC to the e-mail server, to record it therein; and

the e-mail server compensating the transmitting and receiving parts for viewing the advertisement on the basis of the information on the transmission of the e-mail and the information on the reception of the e-mail.

15

3. An advertising method using Internet e-mail system having a transmitting part's client PC for a transmitting part to transmit e-mails, a receiving part's client PC for a receiving part to receive the e-mails, an e-mail server and an Internet network for connecting the transmitting part's client PC, the receiving part's  
20 client PC and the e-mail server with one another, the method comprising the steps of:

the transmitting part downloading an e-mail including an advertisement from the e-mail server and adding messages he/she wants to send thereto;

the transmitting part sending the e-mail including the advertisement from the transmitting part's client PC to the e-mail server, the advertisement being converted

**WHAT IS CLAIMED IS:**

1. An advertising method using Internet e-mail system having a transmitting part's client PC for a transmitting part to transmit e-mails, a receiving part's client PC for a receiving part to receive the e-mails, an e-mail server and an  
5 Internet network for connecting the transmitting part's client PC, the receiving part's client PC and the e-mail server with one another, the method comprising the steps of:

the transmitting part sending an e-mail including an advertisement from the transmitting part's client PC to the receiving part's client PC, the advertisement being converted from an inactivated state to an activated state to be included in the e-mail;

- 10 delivering information on the transmission of the e-mail from the transmitting part's client PC to the e-mail server, to record it therein;

the receiving part receiving the e-mail including the advertisement using the receiving part's client PC;

- the receiving part selectively activating the advertisement included in the e-  
15 mail to see it;

transmitting information on viewing of the advertisement from the receiving part's client PC to the e-mail server, to record it therein; and

- the e-mail server compensating the transmitting and receiving parts for viewing the advertisement on the basis of the information on the transmission of the e-mail and  
20 the information on viewing of the advertisement.

2. An advertising method using Internet e-mail system having a transmitting part's client PC for a transmitting part to transmit e-mails, a receiving part's client PC a the receiving part to receive the e-mails, an e-mail server and an

displayed, advertising text other than questionnaires or the company logo can be seen. In FIG. 3, though only one advertising window 50 is displayed, more than one advertisement can be inserted in a single e-mail to be displayed. Here, the advertisements may be provided by the same company or different companies. This is  
5 especially effective when advertising rates are required to decrease.

Moreover, a maxim or news may be inserted in a part of the advertising window 50, as shown in FIG. 5, to improve applications of advertisement and provide information useful for living, increasing probability of viewing advertisements. Additionally, to increase the rate of viewing advertisements of recipients, for example,  
10 an event may be employed that a lottery ticket is provided in the advertisements to offer a premium such as prize or goods.

The advertising method according to the present invention can be applied to chatting service. Specifically, in free chatting service provided to users, which is one of the most frequently used services, an advertisement is inserted in the ground of the  
15 chatting window or a part thereof and users are under an obligation to see it. Otherwise, the advertisement is activated to be displayed when it is clicked, clicking state is recorded, and then the record is counted once in a month or week to pay a predetermined charge to the users. The payment of the charge is performed free or in membership system, which is the same as the advertising method using the e-mail.

20 While the invention has been described in terms of several preferred embodiments, those skilled in the art will recognize that the invention can be practiced with modification within the spirit and scope of the appended claims.



present invention, FIG. 3 illustrating that an advertisement is inserted in the lower part of e-mail mail screen, to be activated and FIG. 4 illustrating that the e-mail is in inactivated state. Here, Netscape's navigator is used as a browser 40 for reading e-mail messages. Referring to FIGS. 3 and 4, upon selection of a received mail a user wants  
5 to read from a received mail list window 42 displaying multiple received mail lists, the contents of the selected mail are displayed in an e-mail text box 46 located under the received mail list window 42. The displayed contents include the transmitting part's address, title, receiving part's address, and the text of the mail. In addition, an advertising window 50 on which a specific advertisement is displayed is inserted in a  
10 predetermined portion of the screen. An advertisement selected from a variety of advertisements by the transmitting part 10 is displayed on the advertising window 50.

By way of precaution against a case where the users do not want to see the advertisement or the transmitting part wants to inactivate it by courtesy, an advertisement menu selection button may be set at one side of the advertising window  
15 50.

FIG. 4 shows the inactivated state of the advertising window. In this case, advertising window 50 is not displayed. When the transmitting part 10 sends an e-mail while pushing the advertisement menu selection button 48 to inactivate the advertising window 50, the receiving part 20 may push the advertisement menu selection button  
20 48 to see the advertisement or ignore it after reception of the e-mail.

It is obvious to those related with the art that advertisements may be textual or may be realized in various forms using multimedia employing a program such as java. For example, the advertisement may display only the logo of a corresponding advertiser or be configured in such a manner that, when the logo is clicked while being

who has no address of the e-mail service company. In this case, the transmitting part 10 should sign in the e-mail service for receiving the charge for viewing advertisements and be in state of connecting to the e-mail server 30 for accurate statistics. In this state, the transmitting part 10 downloads the e-mail page including  
5 advertisements from the e-mail server and adds necessary contents thereto to send it through the e-mail server 30. Here, the e-mail can be transmitted with the address of the e-mail server 30 as the transmitting part's address and the Internet e-mail address of a receiving part (actual recipient), for example. Otherwise, a program is constructed to automatically record the e-mail address of the e-mail server in an advertising e-mail  
10 form to allow the e-mail with the advertisements to be able to be automatically transmitted to the receiving part. While both the transmitting and receiving parts 10 and 20 receive the charge for viewing advertisements when they have signed in the e-mail service, only the transmitting part 10 receives it when they have not.

The e-mail is first sent to the e-mail server where the transmitting part's  
15 address is deleted, and then transmitted to the Internet address of the recipient. In this case, there is no need to pay the charge for viewing advertisements to the receiving part 20. It is required for the receiving part to sign in the e-mail service for receiving the charge. Furthermore, by way of precaution against a case that the transmitting part sends an e-mail to unknown users for the purpose of acquiring the advertising charge,  
20 a spam mail confirmation section is placed, the service company records, when the receiving part clicks the spam mail confirmation section, this and deprives the corresponding transmitting part of his/her membership or does not pay the advertising charge to him/her.

FIGS. 3 and 4 show examples of e-mails used in the advertising method of the

company C and so on, and the transmitting part selects his/her preferred e-mail among them to thereby choose an advertisement of a specific company. This may be stored as a database for a company that netizens prefer, to be used for a sales strategy.

When the user downloads one of e-mails A, B, C, D and E including the  
5 advertisement of a specific company, the e-mail service company records the downloaded state. Then, whenever the user sends an e-mail as the transmitting part 10, this transmission status is automatically recorded in the e-mail service company. The e-mail service company confirms the transmission state of the e-mail including a specific advertisement on the basis of the record, and then confirms the transmission  
10 record of the e-mail including the advertisement once in a month or week. Subsequently, the e-mail service company pays a predetermined charge (for viewing the advertisement) on the account of the transmitting part 10.

The receiving part 20 who has received the e-mail including the advertisement views the contents of the advertisement while confirming the e-mail message. Here,  
15 when the receiving part 20 sees the advertisement, this is transmitted to the e-mail service company through the Internet to be recorded therein. This can be accomplished using functions of the browser or functions of e-mail service program. The e-mail service company confirms reception state of the e-mail including the specific advertisement on the basis of the record thereof, and then confirms the transmission  
20 record of the e-mail including the advertisement once in a month or week. Subsequently, the e-mail service company pays the predetermined charge (for viewing the advertisement) on the account of the receiving part 20. The advertising rate is paid by its advertiser.

FIG. 2 shows the advertising method of the present invention in case of a user

in the e-mail service, when he/she accesses the e-mail server to select the Internet e-mail having a specific advertisement displayed on the screen thereof and sends the e-mail to a receiving part through the e-mail server, a predetermined charge is paid to the transmitting and receiving parts (only if they are subscribers who have signed in the service). Moreover, the advertisement included in the e-mail is selectively activated to allow the users to view it when they want to see it and the predetermined charge is paid them only when they view the advertisement.

The e-mail service may be used employing a dedicated program produced by the e-mail service company or e-mail transmission/reception functions of an Internet browser such as Netscape or Internet explorer, currently widely being used.

FIG. 1 shows a method of transmitting/receiving e-mails between users who have signed in the Internet e-mail service, and FIG. 2 shows a method of transmitting/receiving e-mails between users who have not signed in the service. A transmitting part 10 who has signed in the service accesses the Internet using his/her Internet service provider (ISP) to receive an e-mail page from e-mail server 30. This e-mail page include one or more advertisements of specific advertisers and the transmitting part 10 adds messages he/she wants to send thereto. Each e-mail page contains one or more advertising contents and the transmitting part 10 can download an e-mail page including an advertisement he/she wants to see and adds messages thereto.

The e-mails used in the present invention can include a variety of advertising contents. For example, the e-mails are classified as A, B, C, D, E, F, ....., which are selectable, e-mail A displaying an advertisement of a company A, e-mail B displaying an advertisement of a company B and e-mail C displaying an advertisement of a

users who have signed in Internet e-mail service;

FIG. 2 roughly shows a method of transmitting/receiving e-mails between users who have not signed in Internet e-mail service yet;

FIG. 3 shows an embodiment of an e-mail window including an advertisement;

5       FIG. 4 shows an embodiment of an e-mail window including no advertisement;  
and

FIG. 5 roughly shows an example of an advertising window for displaying advertising contents.

#### **DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENT**

10       A preferred embodiment of the present invention is described in detail in the following with reference to the drawings.

The present invention provides an advertising method using Internet e-mail service to pay a predetermined amount of charge to both of transmitting and receiving parts when the transmitting part sends an e-mail including advertisements to the  
15       receiving part, to thereby improve advertising effect and prevent an unnecessary flood of spam mails.

In the advertising method of the present invention, in case where a user who has signed in Internet e-mail service and given an e-mail account sends an e-mail, for example, an advertisement of a specific advertiser is displayed on a part of the Internet  
20       e-mail screen transmitted from an e-mail server and, when the user sends as the transmitting part the e-mail containing the advertisement displayed on the screen thereof to a receiving part who also has signed in the e-mail service, a predetermined charge is paid to the transmitting and receiving parts.

In addition, in case of sending an e-mail message by a user who has not signed

viewing of the advertisement is automatically transmitted from the receiving part's client PC to the e-mail server.

The information on the transmission of the e-mail is automatically transmitted from the transmitting part's client PC to the e-mail server, and the information on the  
5 reception of the e-mail is automatically transmitted from the receiving part's client PC to the e-mail server.

To accomplish the objects of the present invention, there is also provided an advertising method using Internet chatting service, wherein a company advertisement and/or company banner advertisement is inserted in the ground or a specific portion of a  
10 chatting window, other than an input window through which conversations are carried out , and a predetermined charge is paid to a chatting service user when he/she sees the advertisement, the chatting window being displayed as the initial screen of each chatting participant.

According to the present invention, as described above, when advertisements  
15 supplied by their advertisers are included in the e-mail to be transmitted while the Internet e-mail service is provided to the users who have signed in the service or those who want to sign in the service, a predetermined amount of charge is paid to them , to invite advertisements. Further, the advertisements are also displayed on the chatting window in the Internet chatting service to attain the same effect. Moreover,  
20 advertisements included in the e-mail are viewed to only those who want to see them, to prevent a flood of spam mails and develop a healthy e-mail culture. Additionally, a variety of events are performed to promote advertisements.

### **BRIEF DESCRIPTION OF THE DRAWINGS**

FIG. 1 roughly shows a method of transmitting/receiving e-mails between

wants to send thereto; the transmitting part sending the e-mail including the advertisement from the transmitting part's client PC to the e-mail server, the advertisement being inserted in the ground of the e-mail main screen; the e-mail server transmitting the e-mail to the receiving part's client PC, and storing information on the  
5 transmission of the e-mail therein; the receiving part receiving the e-mail including the advertisement using the receiving part's client PC; transmitting information on the reception of the e-mail from the receiving part's client PC to the e-mail server, to record it therein; and the e-mail server compensating the transmitting and receiving parts on the basis of the information on the transmission of the e-mail and the information on the  
10 reception of the e-mail.

The kind, contents and form of the advertisement are chosen by the transmitting part. The advertisement includes one or more of a lottery ticket, a gift certificate and a free gift.

Each of the advertising methods further comprises the step of, when the e-mail  
15 is confirmed to be a spam mail, depriving the transmitting part sending the spam mail of his/her membership or paying no compensation money to him/her, the compensation money being for compensating the transmitting part for viewing the advertisement, and being saved up previously.

The advertising method may further comprises the step of the transmitting  
20 part downloading an e-mail including an advertisement from the e-mail server and adding message he/she wants to send thereto, before the step of sending the e-mail including the advertisement.

The information on the transmission of the e-mail is automatically transmitted from the transmitting part's client PC to the e-mail server, and the information on

for a transmitting part to transmit e-mails, a receiving part's client PC for a receiving part to receive the e-mails, an e-mail server and an Internet network for connecting the transmitting part's client PC, the receiving part's client PC and the e-mail server with one another, the method comprising the steps of: the transmitting part downloading an  
5 e-mail including an advertisement from the e-mail server and adding messages he/she wants to send thereto; the transmitting part sending the e-mail including the advertisement from the transmitting part's client PC to the e-mail server, the advertisement being converted from an activated state to an inactivated state to be included in the e-mail; the e-mail server transmitting the e-mail to the receiving part's  
10 client PC, and storing information on the transmission of the e-mail therein; the receiving part receiving the e-mail including the advertisement using the receiving part's client PC; the receiving part selectively activating the advertisement included in the e-mail to view it; transmitting information on viewing of the advertisement from the receiving part's client PC to the e-mail server, to record it therein; and the e-mail server  
15 compensating the transmitting and receiving parts for viewing the advertisement on the basis of the information on the transmission of the e-mail and the information on viewing of the advertisement.

According to yet another aspect of the present invention, there is provided an advertising method using Internet e-mail system having a transmitting part's client PC  
20 for a transmitting part to transmit e-mails, a receiving part's client PC for a receiving part to receive the e-mails, an e-mail server and an Internet network for connecting the transmitting part's client PC, the receiving part's client PC and the e-mail server with one another, the method comprising the steps of: the transmitting part downloading an e-mail including an advertisement from the e-mail server and adding messages he/she



therein; the receiving part receiving the e-mail including the advertisement using the receiving part's client PC; the receiving part selectively activating the advertisement included in the e-mail to see it; transmitting information on viewing of the advertisement from the receiving part's client PC to the e-mail server, to record it  
5 therein; and the e-mail server compensating the transmitting and receiving parts for viewing the advertisement on the basis of the information on the transmission of the e-mail and the information on viewing of the advertisement.

According to another aspect of the present invention, there is provided an advertising method using Internet e-mail system having a transmitting part's client PC  
10 for a transmitting part to transmit e-mails, a receiving part's client PC for a the receiving part to receive the e-mails, an e-mail server and an Internet network for connecting the transmitting part's client PC, the receiving part's client PC and the e-mail server with one another, the method comprising the steps of: the transmitting part sending an e-mail including an advertisement from the transmitting part's client PC to the receiving part's  
15 client PC, the advertisement being inserted in the ground of the e-mail main screen or a part of it; delivering information on the transmission of the e-mail from the transmitting part's client PC to the e-mail server, to record it therein; the receiving part receiving the e-mail including the advertisement using the receiving part's client PC; transmitting information on the reception of the e-mail from the receiving part's client PC to the e-mail server, to record it therein; and the e-mail server compensating the transmitting and  
20 receiving parts on the basis of the information on the transmission of the e-mail and the information on the reception of the e-mail.

According to still another aspect of the present invention, there is provided an advertising method using Internet e-mail system having a transmitting part's client PC

transmitting part of the Internet e-mail having the advertisement displayed on the main screen thereof sends the e-mail to a receiving part. Upon confirmation of reception of the e-mail, a predetermined charge is paid to the transmitting part and receiving part. The advertisement displayed on the e-mail screen is selectively activated to allow the  
5 users (transmitting part and receiving part) to view it only when they want to see it and the predetermined charge is paid to them only when they see the advertisement. A variety of advertisements may be displayed on the e-mail screen to allow the transmitting part to be able to select.

In addition, the advertising method using Internet chatting service is  
10 constructed in such a manner that company advertisements and/or company banner advertisements are inserted in the ground or a specific portion of the chatting window displayed as the initial screen of each chatting participant, other than the input window through which conversations are carried out, and when the participants view the advertisements during chatting a predetermined charge is paid to them.

15 To accomplish the objects of the present invention, there is provided an advertising method using Internet e-mail system having a transmitting part's client PC for a transmitting part to transmit e-mails, a receiving part's client PC for a receiving part to receive the e-mails, an e-mail server and an Internet network for connecting the transmitting part's client PC, the receiving part's client PC and the e-mail server with  
20 one another, the method comprising the steps of: the transmitting part sending an e-mail including an advertisement from the transmitting part's client PC to the receiving part's client PC, the advertisement being converted from an inactivated state to an activated state to be included in the e-mail; delivering information on the transmission of the e-mail from the transmitting part's client PC to the e-mail server, to record it

mail services to the users and pay a predetermined charge for clicking the advertisements to them in case where the users view the advertisements displayed on the home pages. Further, the e-mail is used as a means for directly advertising specific products or services when it is employed for advertisements. This causes a flood of spam mails which are delivered to users who do not want them. This problem limits e-mail service and does not allow the e-mail, which has a potential of replacing facsimile service or postal service, to be effectively used as an advertising medium.

### SUMMARY OF THE INVENTION

An object of the present invention is to provide an advertising method using Internet e-mail service, which pays a predetermined charge to users for viewing advertisements when the users who have signed in the service are provided with the Internet e-mail service transmitting e-mails including advertisements provided by advertisers, to thereby invite and display advertisements.

Another object of the present invention is to provide an advertising method using Internet e-mail service, which transmits advertisements included in e-mails to users who want to see them to prevent a flood of spam mails and develop a healthy e-mail culture.

A still another object of the present invention is to provide an advertising method using Internet chatting service, which pays a predetermined charge for viewing specific advertisements or banners to users when they use the chatting service.

To accomplish the objects of the present invention, there is provided an advertising method using Internet e-mail service constructed in such a manner that an advertisement of a specific advertiser is displayed on the ground of the main screen of the Internet e-mail service transmitted from an e-mail server or a part thereof, and a

## AN ADVERTISING METHOD USING INTERNET E-MAIL AND CHATTING WINDOW

### BACKGROUND OF THE INVENTION

#### 5    1. Field of the Invention

The present invention relates to an advertising method using Internet electronic mail (e-mail) and chatting services and, in more particular, to an advertising method using Internet e-mail and chatting services, which pays a predetermined charge for viewing advertisements to users when they are provided with Internet e-mail service  
10   transmitting e-mails including the advertisements provided by advertisers, to thereby invite and display advertisements.

#### 2. Description of the Related Art

In popularization of the Internet, the amount of advertisements using Internet home pages rapidly increases and markets are being extended. This advertising method  
15   using the Internet home pages is to pay a predetermined charge for viewing advertisements to users who sign in specific Internet services whenever advertisements are clicked when the users access the home pages of the Internet services and view the advertisements displayed thereon. This method provides the users with a part of advertising rates paid by their advertisers to secure lots of users who have signed in the  
20   services. Additionally, there are extending Internet services which provide free home pages to the users and allow them to use free e-mail accounts on the condition that the users sign in the Internet services and view advertisements displayed on the home pages. This rapidly raises the amount of usage of e-mail.

However, the Internet services described as above provide free services like e-

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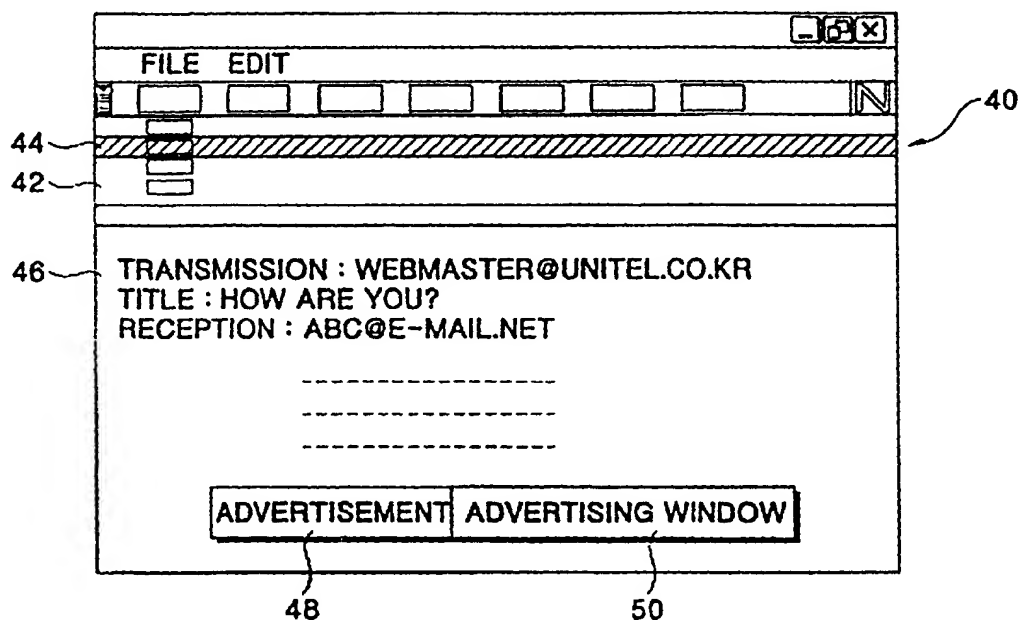
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<p>(21) International Application Number: <b>PCT/KR00/00280</b></p> <p>(22) International Filing Date: <b>29 March 2000 (29.03.00)</b></p> <p>(30) Priority Data: <b>1999/0011056      30 March 1999 (30.03.99)      KR</b></p> <p>(71)(72) Applicant and Inventor: <b>JOO, Jin-Yong [KR/KR]; 201 Artvilla 586 Yangji-dong, Sujeong-ku, Seongnam-city, Kyonggi-do 461-250 (KR).</b></p> <p>(72) Inventor; and (75) Inventor/Applicant (for US only): <b>KIM, Yang-Ho [KR/KR]; 106-806 Daejin-1cha 339, Jugjohn, Suji-eub, Yongin-city, Kyonggi-do 449-840 (KR).</b></p> <p>(74) Agents: <b>JOHN, Kwan-Chool et al.; Pedison International Patent and Law Office, 824-28, Yoksam-dong, Kangnam-gu, Seoul 135-080 (KR).</b></p>	<p>(81) Designated States: <b>AE, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CR, CU, CZ, DE, DK, DM, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).</b></p> <p><b>Published</b> <i>With international search report.</i> <i>Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.</i> <i>In English translation (filed in Korean).</i></p>	

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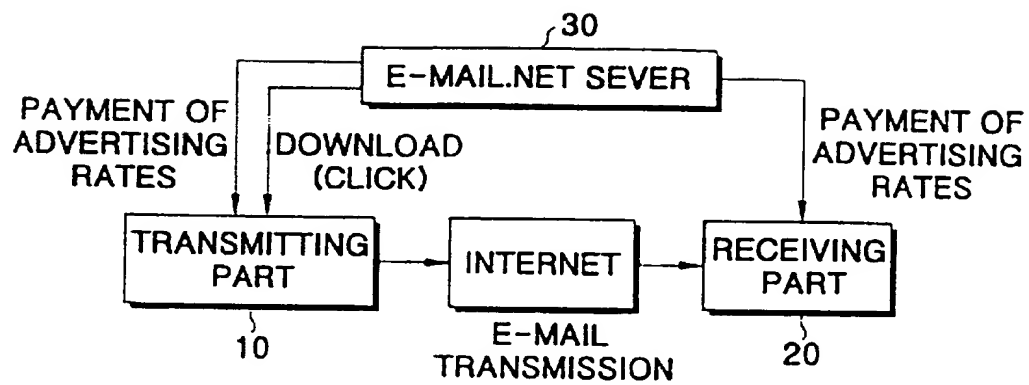


## (57) Abstract

The present invention is related to an advertising method using internet e-mail and chatting window which involves an advertisement in e-mail or chatting window, and compensates the person for seeing the advertisement.

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FIG. 1

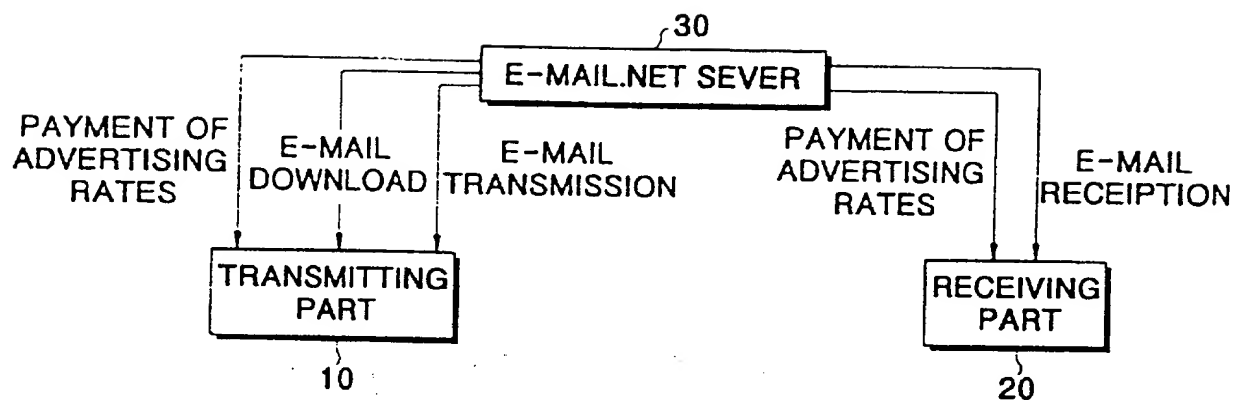


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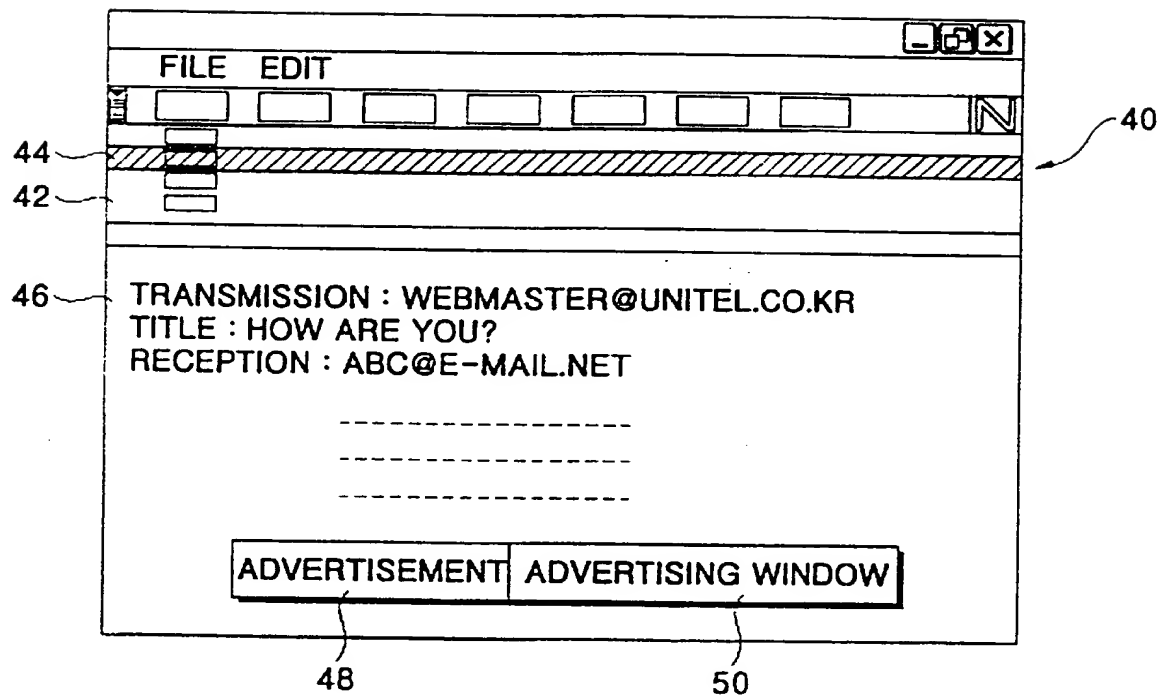
FIG. 2



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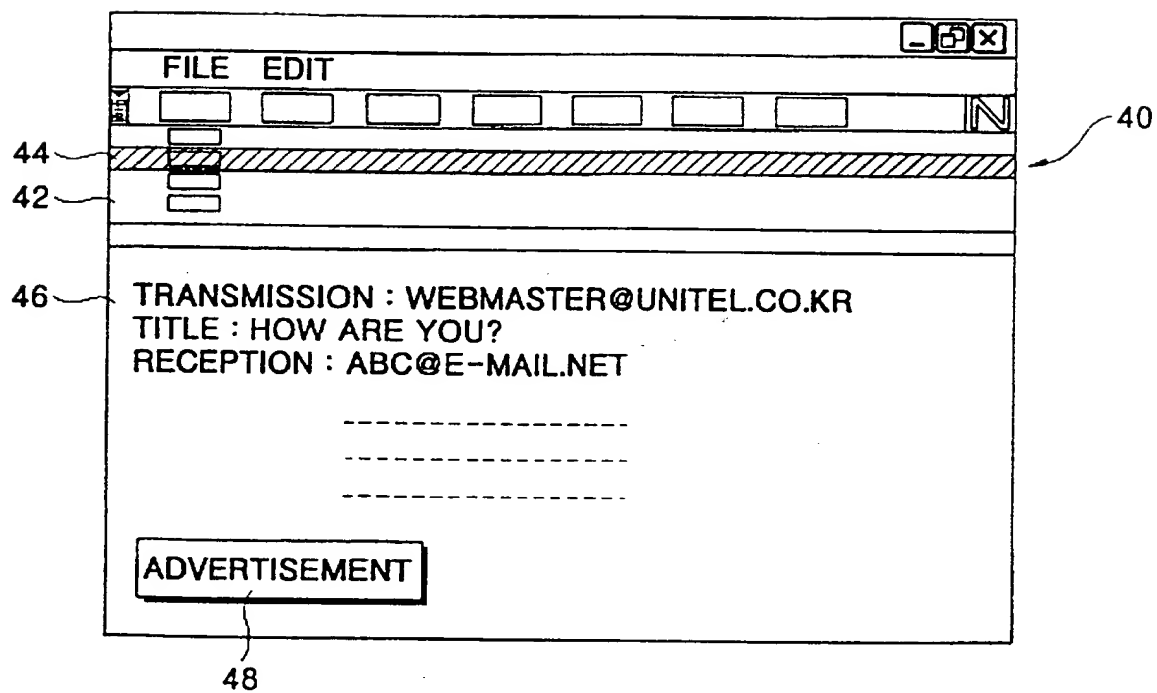
FIG. 3



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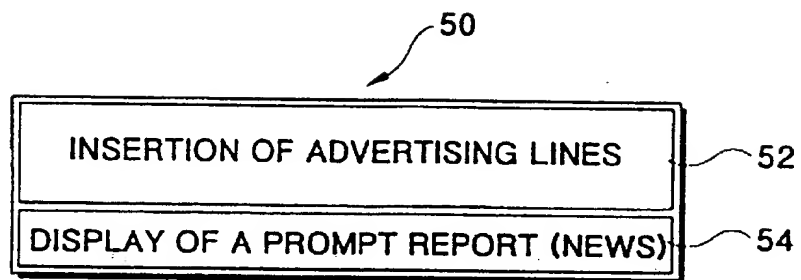
FIG. 4



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FIG. 5



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# INTERNATIONAL SEARCH REPORT

International application No.  
PCT/KR00/00280

## A. CLASSIFICATION OF SUBJECT MATTER

IPC7 G06F 17/60

According to International Patent Classification (IPC) or to both national classification and IPC

## B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC7 G06F 17/60, IPC7 G06F 19/00

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	JP 10-320336 A (ADDRESS INTERNATIONAL CO) 4. DECEMBER. 1998 FIG 1.3.4.8, ABSTRACT, CLAIMS1-9	1-11
Y	JP 11-3072 A (SONY) 6. JANUARY. 1999 ABSTRACT, CLAIMS1-6	1-6
A	JP 10-312344 A (LUCENT TECH. CO) 24.NOVEMBER. 1998 ABSTRACT, FIG1,2,4,5,6, CLAIMS1-6	1-11

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